

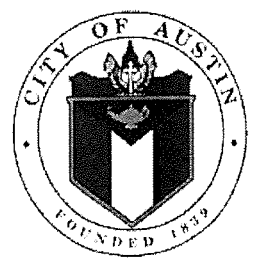
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- SUBJECT TRACT
- PENDING CASE
- ZONING BOUNDARY

**NOTIFICATIONS**

CASE#: C16-2016-0005  
615 W. SLAUGHTER LANE



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

1" = 375'

D1/2

CASE # 016-2016-0005  
Row 11500622  
TAX 0430130405  
TCAD ✓

CITY OF AUSTIN  
APPLICATION TO SIGN REVIEW BOARD  
SIGN VARIANCE

**WARNING: Filing of this appeal stops all affected construction activity.**

**PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.**

STREET ADDRESS: 615 W Slaughter Lane Suites 117 & 118

LEGAL DESCRIPTION: Subdivision - SLAUGHTER/SOUTH FIRST SECTION SIX

Lot(s) 3 Block \_\_\_\_\_ Outlot \_\_\_\_\_ Division \_\_\_\_\_

I/We Liberty Signs on behalf of myself/ourselves as authorized agent for  
Great Expressions Dental Center affirm that on March 11, 2016 hereby apply for a hearing before

the Sign Review Board for consideration:

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

Internally illuminated logo and channel letter wall sign reading "Great Expressions Dental Centers"

in a GR-CO Scenic Overlay zoning district and located within the scenic roadway  
Sign District.

Please contact Eben Kellogg with the Electric Utility at (512)322-6050 and send him a scan of your request to [eben.kellogg@austinenergy.com](mailto:eben.kellogg@austinenergy.com) before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or an NESC violation.

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

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VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based upon the following findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography, because:

**Response:** The allowable square footage per municipal code would render the sign illegible for passing motorist and would present an ensuing risk to the public safety due to distracted motorists. The speed limit of 45 mph, the distance from and unique angle of the suites in relation to the public right of way, as well as the amount and size of the trees on the parkway obscure the view of the sign. "Great Expressions Dental Centers", along with the smiley logo, are nationally registered trademarks and may not be altered in any form. The combination of name and logo is longer than a typical business name and the current ordinance does not consider name length therefore longer named companies are at a competitive disadvantage as compared to smaller named companies. We seek approval of the internal illumination of the individual letters as well as the smiley logo.

OR,

2. The granting of this variance will not have a substantially adverse impact upon the neighboring properties because:

**Response:** The amount of square footage requested today is the minimal relief necessary to allow for safe and aesthetically pleasing signage. We are rebranding an existing sign in the same location that is currently 160 square feet and the new sign is 124 square feet. The proposed sign program will promote traffic safety within the planned center development and, as the planned center and surrounding facilities are primarily of commercial use in nature, will not be adversely impacted by authorization of this request.

OR,

3. The granting of this variance will not substantially conflict with the stated purpose of this sign ordinance because:

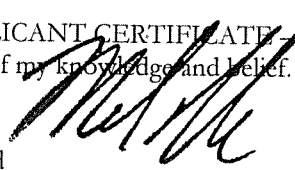
**Response:** Relief, if granted is consistent with the spirit and intent of the ordinance. The property, corridor, and motorist will benefit from the proposed sign program specific to the Great Expressions Dental Centers operation.

AND,

4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because:

**Response:** The perceived hardship is not considered a special privilege or a matter of convenience to the applicant. We seek the ability to effectively communicate our business information to the motorist in a manner consistent with the spirit of the ordinance. Relief, if granted will allow signage that meets the scale of the site and of a letter or character height to promote safe wayfinding for the site-specific development.

APPLICANT CERTIFICATE - I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

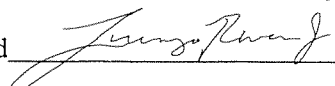
Signed  Mail Address 1300B West Industrial Blvd.

City, State & Zip Round Rock, Tx 78681

Printed Mark Locke Phone 512-255-3887 Date 3-14-16

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OWNERS CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed  Mail Address 29777 Telegraph Rd., Suite 3000  
City, State & Zip Southfield, MI 48034

Printed Lorenzo Rivera Jr. Phone 248-205-3519 Date March 10, 2016

ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION:  
(FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-  
ACCEPTANCE OF THE APPLICATION. **BACKUP MATERIAL WILL BE ACCEPTED  
UNTIL 9:00 A.M. THE MONDAY PRIOR TO THE MEETING. THERE WILL BE NO  
EXCEPTIONS.)**

SITE PLAN: Must be drawn to scale, showing present and proposed construction  
and locations of existing structures on adjacent lots.

All Sign Review Board cases must submit location and  
elevation drawings, drawn to scale, in addition to the site  
plan required.

APPLICATION FEES: Residential	\$1640.08
All Other	\$1608.88

Please be advised that the Board can only hear 16 new cases per month, therefore, applications  
will be accepted on a first come, first served basis.

Please be advised that a request for reconsideration of any Board action must be filed within 10  
days from the Board meeting/action.

If you need assistance completing this application (general inquires only) please contact:  
Leane Heldenfels, (512)974-2202, [leaneheldenfels@austintexas.gov](mailto:leaneheldenfels@austintexas.gov)  
or Diana Ramirez, 974-2241, [Diana.ramirez@austintexas.gov](mailto:Diana.ramirez@austintexas.gov)  
505 Barton Springs Road, 1<sup>st</sup> floor, Development Assistance Center.

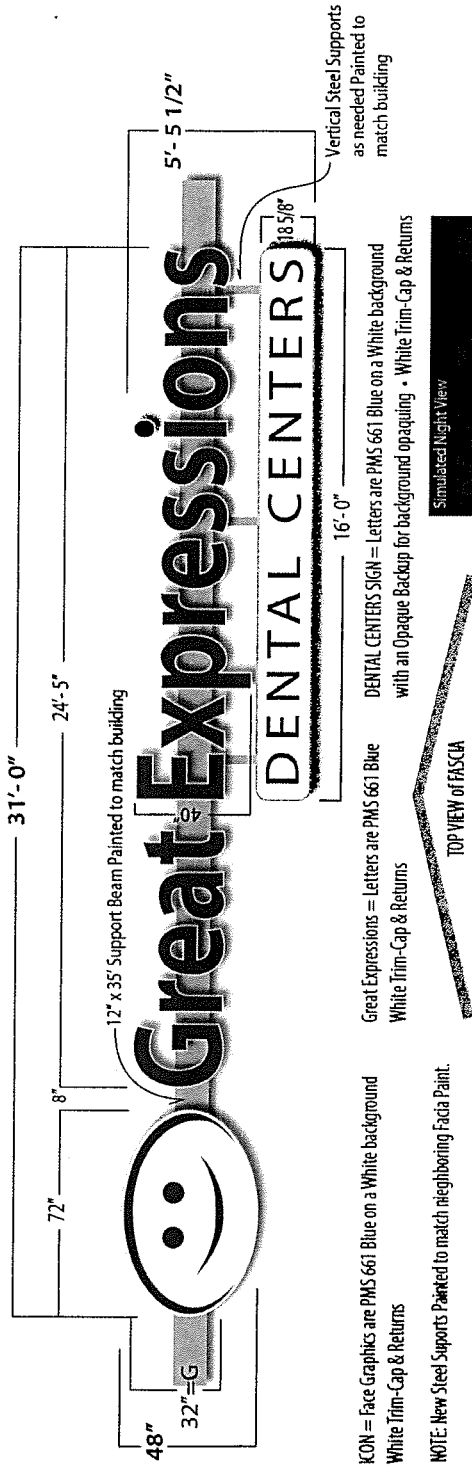
**NOTE: ALL VARIANCES EXPIRE 1 YEAR (12 MONTHS) FROM DATE OF  
APPROVAL BY BOARD AS STATED IN SECTION 25-1-217 OF THE LAND  
DEVELOPMENT CODE UNLESS BOARD DECISION STATES OTHERWISE.**

# Great Expressions#501 South Austin



Option 4 Large Stacked Channel Letter Set  
OPAQUE background on DENTAL CENTERS sign.

CUSTOM - 5'-5 1/2" x 31'-0" LED Logo/Letter Set - 124 sq. ft.

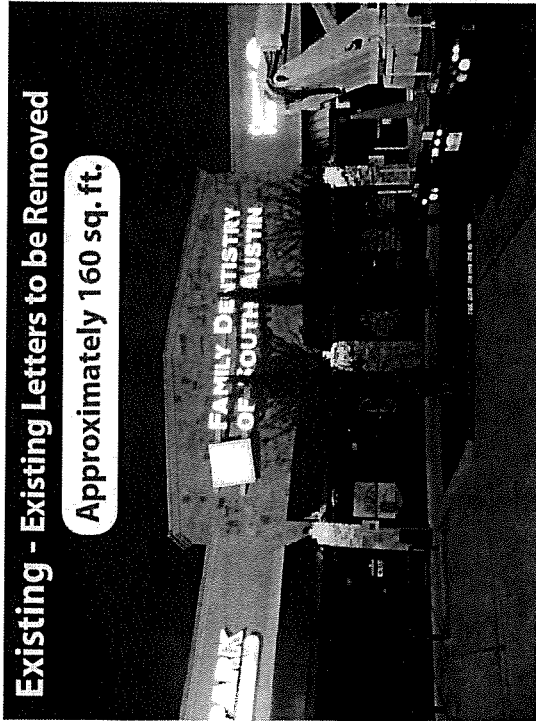


ICON = Face Graphics are PMS 661 Blue on a White background White Trim-Cap & Returns

NOTE: New Steel Supports Painted to match neighboring Face Paint.

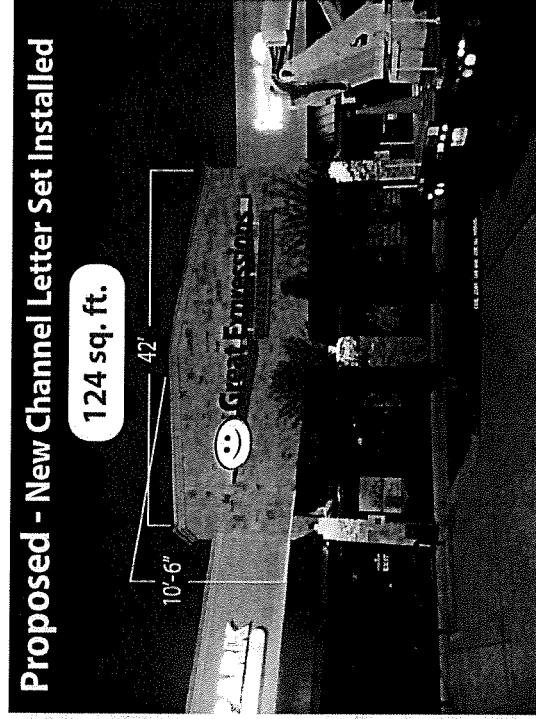
## Existing - Existing Letters to be Removed

Approximately 160 sq. ft.



## Proposed - New Channel Letter Set Installed

124 sq. ft.



Sketch No. 15-9-229CDEA04 JYE-A4

Scale: 3/16" = 1'-0"

Date: 3-8-2016

Customer Approval:

Dualite Sales & Service, Inc.  
WILLAMETTE, OHIO • CEDAR HILLS, TEXAS  
Dualite Sales & Service, Inc.  
One Dualite Lane  
Williamsburg, Ohio 45176

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Notes: Dimensions are Approximate and Subject to Change Pending Review by Dualite Engineering

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